Here is our checklist lead website sources and lead generation buyers should go through to prepare for the FCC's one-to-one consent ruling.

Checklist For Lead Website Sources

1. Determine if 'owned & operated' or 'brokered' sources.

2. Labeling sources sending One-to-One (1:1) Leads vs Standard (Traditional) Leads.

3. Issue new credentials and testing - No longer one-and-done!

4. Check that Consent Check tags have been properly placed on Lead source sites.

5. Set up your forms using the Form Builder, or APIs using PingPostConsent.

Checklist For Lead Gen Buyers

1. Determine the Company/Legal Entity Name that needs to be presented to the consumer.

2. Determine Partners that will be requiring 1:1 Consent.

3. Determine Partners that will be using an ATDS.

4. Label Partners as retail or broker.

5. Obtain new credentials and test:

   a. If retail, possibly no changes needed.

      o If broker, determine if Exclusive or Shared scenario.

   b. If Shared scenario, bidding on individual matching company(ies) or for the whole scenario.

      o If individual matching company(ies), test a minimum of 3 scenarios + post reject.

      o If the whole scenario, submit a minimum of 2 test scenarios + post reject.

If you have any questions or would like to see our form builder and API dynamic consent solutions, please request a demo!

Request a demo